FASHION CALENDAR

Issue of NOV 8 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, NOVEMBER 5, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Nov. 5 10:00 A.M.	10TH ANNUAL MEETING: COTTON THREAD INSTITUTE	COTTON THREAD INSTITUTE, INC.	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
	Questions on present problems in the thread industry will be answered by members and outside authorities. Open to members only. Luncheon and conference, $4.50. Contact: PE. 6-0105.		
Friday Nov. 5 3:30 P.M.	6TH COOKING LESSON IN WEEKLY SERIES	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3RD FL.
	"Request Recipes" is the theme of the sixth lesson in cooking under the sponsorship of Elsa Steinberger, home economist of Brooklyn Union Gas Company. Public invited. Publicity: Rhoda Friedman, TR. 5-5700.		
Friday Nov. 5- Nov. 12	FIRST OF SERIES OF EXHIBITIONS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	Starting November 5th, Traphagen presents a display of fashion illustrations and reproductions by Sophie Iwanowski, former student of the School. First of a series of exhibits of work done by recent graduates now professionally engaged. For information: Dorothy Tyroler, CO. 5-2077.		
Beginning Saturday Nov. 6- Nov. 8 10:00 A.M.- 11:00 P.M.	10TH ANNIVERSARY CONGRESS	NATIONAL COUNCIL, AMERICAN-SOVIET FRIENDSHIP	NEW YORKER HOTEL AND MADISON SQUARE GARDEN
	To celebrate 10th anniversary of resumption of friendly relations between U.S.A. and U.S.S.R. Beginning Saturday morning at 10 A.M. through Sunday evening, there will be talks, luncheons and panel discussions on public health, war-time medicine, science, education and general planning for post-war reconstruction in U.S.S.R. Also discussion on Soviet Trade Unions, the Soviet family system and a concert of Soviet music. This will culminate in a major mass meeting at Madison Square Garden, Monday, Nov. 8th, 7:30 P.M. Admission to discussions, students $1; public $2; at Garden Monday night, 55¢-$2.20. Contact: Congress of American-Soviet Friendship, MU. 3-2059.		
Saturday Nov. 6 10:30 A.M.	"TRICKS FOR TEENS" MEETING AND FASHION SHOW	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FLOOR
	Fun and fashions for teen agers and their friends. Important guest will be Muriel Stafford, handwriting expert. Refreshments and novelty entertainment. Publicity: Florence Epstein, LA. 4-7000.		
Saturday Nov. 6	ARRIVAL OF SANTA CLAUS	ABRAHAM & STRAUS, BROOKLYN	452 FULTON STREET TOYLAND, 7TH FLOOR, E.
	Christmas is off to an early start at A. & S., where Santa Claus will arrive together with a ringmaster and clown and "Flying Jinny" merry-go-round. Public and children invited. Admission to Flying Jinny, 30¢, includes a ride and gift package. Publicity: Emily Adamson, TR. 5-7200.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Nov. 6	REDECORATED "SALT BOX" SHOP; OPENING OF TOY SHOP	JAMES McCREERY	5 WEST 34TH STREET 7TH AND 6TH FLOORS

Newly enlarged "Salt Box" Gift Shop is now stocked for early Christmas shoppers. The McCreery Toy Shop has also been refurbished and is agog with toys for youngsters. Publicity: Alice Hutton, WI. 7-7000.

Beginning Saturday Nov. 6

OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)

NOVEMBER 6
- ARMY-NOTRE DAME, YANKEE STADIUM
- BROWN-YALE at NEW HAVEN
- COLUMBIA-DARTMOUTH at HANOVER
- NAVY-PENNSYLVANIA at PHILADELPHIA

NOVEMBER 13
- COAST GUARD ACADEMY-BROWN at PROVIDENCE
- COLUMBIA-NAVY at BAKER FIELD
- CORNELL-DARTMOUTH at BOSTON
- YALE-PRINCETON at NEW HAVEN

NOVEMBER 20
- BROWN-ARMY at WEST POINT
- COLGATE-COLUMBIA at BAKER FIELD
- DARTMOUTH-PRINCETON at PRINCETON

NOVEMBER 25
- BROWN-COLGATE at PROVIDENCE
- CORNELL-PENNSYLVANIA at PHILADELPHIA

NOVEMBER 27
- ARMY-NAVY at WEST POINT

NEW COLLECTIONS OPENED WITHIN PAST WEEK

Now Showing

ANN SADOWSKY — 498 SEVENTH AVENUE
Spring and Resort Collection. Contact: Mrs. Bert Rosenthal, WI. 7-1828

SPECTATOR SPORTS, INC. — 530 SEVENTH AVENUE
Day and dinner dresses, town and country coats and suits. BR. 9-0091.

CHARLES NUDELMAN — 550 SEVENTH AVENUE
clarepotter's Spring and Cruisewear collection. Mr. Peters, LA. 4-1254.

STARR-NORMAN — 530 SEVENTH AVENUE
Cocktail dresses; long-length dinner gowns. LA. 4-7690.

SPORTSWEAR ORIGINATORS — 530 SEVENTH AVENUE
Suits, skirts, jackets, blouses, slacks. WI. 7-1950.

WINFIELD DRESS CO. — 498 SEVENTH AVENUE
Spring-Resort collection, spectator sportswear ($4.75 up). LA. 4-9672.

WEEK BEGINNING MONDAY, NOVEMBER 8, 1943

Monday Nov. 8- Nov. 9 10:30 A.M. Through Dinner	FALL PLASTICS MEETING	SOCIETY OF THE PLASTICS INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

A special exhibit of the war-time application of plastics, open only to members and registered guests. The Plastics Industry is 85% given over to the war effort, thus, many exhibits have official Army and Navy authorization and will clearly show the war-time strides of the Plastics Industry. Quentin Reynolds, war correspondent, newly returned from the Italian front, will be featured speaker at dinner, Monday, November 8th, 7:30 P.M. Famous industrial leaders will also address meeting. Contact: John M. Weatherby, LE. 2-6057.

Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF NEW SPORTS FASHIONS	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM

Open to public. Luncheon $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 8- Nov. 9 4:00 P.M.	DEMONSTRATION OF BASIC CONSERVATION WARDROBE	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3RD FL.
	This is a sewing demonstration with emphasis on saving fabric and time. Miss Mildred Kitlan of McCall's will explain the basic principles of a war-time wardrobe and give a personal wardrobe chart to each woman in the audience. All welcome. Publicity: Rhoda Friedman, TR. 5-5700.		
Monday Nov. 8	WINTER AND SPRING RESORT COLLECTION	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
	One of America's oldest and most exclusive creators of original fashions for women, showing a group of travel and play clothes for whatever resort spots there are available in the United States. A de luxe shop whose prices have been leveled off to meet war-time budgets. Contact: BR. 9-7549.		
Beginning Monday Nov. 8	NEW SPRING HAT COLLECTION	G. HOWARD HODGE	SHOWROOM 711 FIFTH AVENUE
	Offering "new silhouettes...limited, precious materials...authentic Spring 1944 colors." Press and buyers welcome. Contact: PL. 3-7030.		
Monday Nov. 8	SANTA CLAUS COMES TO ALTMAN'S	B. ALTMAN & CO.	5TH AVE. AT 34TH STREET 5TH FLOOR
	In line with the government's request to stores to move Christmas up as far as possible to relieve pressure on transportation (Dec. 10th is O.D.T.'s Christmas shipping deadline), Altman's has installed Santa Claus on the 5th floor. The main floor, too, will wear its Xmas décor early, to put customers into the early Christmas buying mood. This is a trend. Publicity: Faith Willcox, MU. 9-7000.		
Monday Nov. 8 All Day	PRESS OPENING: "GREEK REVIVAL IN U.S.A."	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET GALLERIES C 26-30
	Five galleries will be devoted to an exhibit including fine examples of American furniture, paintings, sculpture, silver, costumes, books and prints of period, 1820-1850. Drawing room of 1835 from New York house, with its furnishings, will exemplify first architectural style developed in this country. Preview, Nov. 8th by invitation for Press. Members preview, Nov. 9th, 4-6 P.M. Opens to public Nov. 10th. Publicity: Charlotte Hughes, RH. 4-7690.		
Tuesday Nov. 9 9:00 A.M.- 5:00 P.M.	NEW HAT COLLECTION FOR NORTH AND SOUTH	GLADYS & BELLE	20 WEST 57TH STREET
	Earliest signs of Spring will be reflected in these resort hats. Press and Buyers welcome. Contact: Miss Belle, CI. 6-1360.		
Tuesday Nov. 9- Nov. 11 10:00 A.M.- 10:00 P.M.	NATIONAL HOTEL EXPOSITION DISPLAY	NATIONAL HOTEL EXPOSITION	COMMODORE HOTEL LEXINGTON AT 42ND ST.
	Manufacturers and suppliers of hotel and restaurant equipment are displaying their wares, taking into consideration government restrictions. Educational exhibits; also a national nutrition program and many other services of interest to officers, managers and purchasing agents of hotels, restaurants, clubs, hospitals, etc. Admission by registration. Contact: James F. Walsh, General Manager, National Hotel Exposition, CI. 7-0800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 9 11:30 A.M.	PRESS PREVIEW: "BELIEVE IT OR NOT" FURS	SAKS FIFTH AVENUE	611 FIFTH AVENUE DEBUTANTE SHOP, 7 FL.

A collection of "Fur fashions under $400" -- "Believe It or Not" furs, so dubbed because they are new and ambitious furs that look like other furs, all remarkable at their price! By invitation. Publicity: Eleanor Lambert, PL. 5-8580.

Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE CREATIONS	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

You can be sure of an exciting and flattering collection whenever Nicole fashions are shown. They will present new creations in hats, gowns, furs and accessories. Open to public. Luncheon a la carte. Nicole Publ.: Viola Shefer, PL. 3-2117. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.

Tuesday Nov. 9 2:00-6:00 P.M.	PRESS PREVIEW: "MARINES UNDER FIRE" EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET

In celebration of the 168th birthday of the United States Marines, the Museum of Modern Art will open an exhibit, "Marines Under Fire", a series of water colors and drawings made in battle areas of the Pacific by men and officers of the Marine Corps. High-ranking Marine officers will attend Tuesday afternoon preview. Exhibit opens to public, Nov. 10th through Jan. 9th. Publicity: Sarah Newmeyer, CI. 5-8900.

Tuesday Nov. 9 6:30 P.M.	DINNER MEETING	INFANTS' & CHILDREN'S WEAR BUYERS' ASSOCIATION	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

Mr. C. F. Hughes who writes the New York Times column, "The Merchants' Point of View" will address meeting. Admission, $1.50. Reservations from Dorothy Stote, Executive Director, MU. 3-3800.

Tuesday Nov. 9	FIRST SHOWING: SPRING COLLECTION	ZUCKERMAN & KRAUS	512 SEVENTH AVENUE

Zuckerman & Kraus will present their Spring '44 collection of coats and suits. For appointment, contact: Mr. Zuckerman, CH. 4-4850.

Tuesday Nov. 9	NEWSSTAND DATE: VOGUE'S 50TH ANNIVERSARY ISSUE	VOGUE MAGAZINE CONDE NAST PUBLICATIONS	ON ALL NEWSSTANDS

This November 15th issue of Vogue is valuable to keep. It will contain a fashion cavalcade of the past half century and a projection of styles of the future. Full of ideas and suggestions. To tie-in, contact: Constance Hope, PL. 3-3390 or Albert Kornfeld, MO. 4-7500.

Wednesday Nov. 10 9:30 A.M.	PRESS BREAKFAST SHOWING: COALTOWN FASHIONS	STORES OF THE BITUMINOUS COAL CO., INC.	PLAZA HOTEL 5TH AVE. AT 59TH ST.

Wives, sisters and sweethearts of coal miners in the Bituminous Coal area, will model clothes sold by the 2,100 company stores who service families in that area. (These stores do an annual volume of 350 million dollars in apparel. Consequently, the clothes needs of the women who patronize them are important and clothes shown at preview should be an indication to local manufacturers of the taste and requirements of this particular group). Press, by invitation, to meet the "college board" of coaltown. A busy schedule has been arranged for these girls while they're in Gotham. On Mon., Nov. 8th at 1:00 P.M., they will broadcast with Mary Margaret McBride over WEAF. On Tues., Nov. 9th, they are going into the wholesale dress market to meet America's outstanding designers and be lunched by the New York

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

Dress Institute. Later Tuesday, they will visit Coty Perfumers. On Wed., Nov. 10th at 9:30 A.M., they will give their own fashion show as listed here. Later Wednesday, they will do the town with a selected group of soldiers and sailors. Thursday morning, Nov. 11th at 9:30 A.M., they will broadcast with Adelaide Hawley over WABC. At 12:45 they will meet Ann Delafield, miracle woman of Richard Hudnut DuBarry Success Course. On Fri., Nov. 12th in the evening, they will broadcast from the Stage Door Canteen with Helen Menken. A visit to Sally Victor will also be wedged in during the week. Contact: Mr. Spencer Armstrong, MU. 2-8673.

Wednesday Nov. 10 12:30 P.M. Luncheon	PAUL V. McNUTT AT AD CLUB LUNCHEON	ADVERTISING CLUB OF NEW YORK	23 PARK AVENUE

Paul V. McNutt, WMC chairman, will address the celebrity-forum luncheon of the Ad Club on "Manpower in Democracy." Open to members and guests. Luncheon, $1.52. Reservations from CA. 5-1810.

Wednesday Nov. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM

Open to public. Luncheon a la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Wednesday Nov. 10 1:00 P.M. Luncheon	HOLIDAY COLLECTION OF ORIGINAL HATS	ANITA ANDRA (558 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM

Early Spring hat-trends by a talented young milliner. Luncheon, $2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, RE. 4-5900.

Wednesday Nov. 10 7:00 P.M.	DINNER HONORING THREE MEMBERS	MILLINERY STABILIZATION COMMISSION	ASTOR HOTEL B'WAY AT 45TH STREET

Members of the Millinery Industry are invited to do honor to Max Meyer, Dr. Paul F. Brissenden and Mrs. Richard J. Bernhard of the MSC, who have served the industry for the past 7 years. Installation of officers will take place at this testimonial dinner. Members of industry invited. Contact: CH.4-6547.

Wednesday Nov. 10 9:00 P.M.	UNITED STATES MARINE CORPS BIRTHDAY EVENT	MARINE CORPS LEAGUE	MANHATTAN CENTER 311 WEST 34TH STREET

Celebrating the168th birthday of the U.S. Marine Corps. All citizens are urged to participate by "proper display of the national flag and buying more War Bonds." Date will be further celebrated with a birthday event given by Greater New York Detachment of the Marine Corps League. Public invited. Purpose: to raise funds through donations. No admission charge. For further details, contact: Charles Courtney, MO. 2-5833.

Nov. 11	ANNIVERSARY OF ARMISTICE DAY (November 11, 1918).		
Thursday Nov. 11 1:00 P.M. Luncheon	MID-WINTER MILLINERY COLLECTION	ERIK OF PARIS (15 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM

Open to public. Luncheon, $2. Press by invitation. Erik Publicity: Elizabeth Maher, EL. 5-4248. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Thursday Nov. 11- Nov. 12 2:30 P.M.; 7:00 P.M.	LECTURE ON HOW TO MAKE CHRISTMAS GIFTS	GIMBEL BROTHERS	B'WAY AT 33RD STREET 4TH FLOOR

Miss Mildred Kitlan of McCall's will tell Gimbel customers twice on Nov. 11th at 2:30 and 7:00 P.M., and at 2:30 P.M. on Nov. 12th, how to make useful Christmas gifts. Wrappings and necessities will be displayed and audience will be shown how to use them. Publicity: Doris Bartnet, PE. 6-5100.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Nov. 13	CHRISTMAS COMES TO BLOOMINGDALE'S	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. 6TH FLOOR

Santa Claus will make his earliest appearance in all Bloomingdale history, along with Christmas windows and decor. This is Bloomingdale's way of cooperating with the Post Office and O.D.T. "shop early campaign". Santa will give away picture books to children, whose pages can later be cut apart and used for Christmas cards. Publ.: Karen Hollis, VO. 5-5900.

Sunday Nov. 14 3:30 P.M.	17TH ANNUAL FRIENDSHIP REUNION	WOMEN'S PRESS CLUB OF NEW YORK	PENNSYLVANIA HOTEL GRAND BALLROOM

Two excellent speakers will discuss various new careers open for women in the post-war world: Dr. Evaline Burns, economist and member of the N.R.P.B.; and Dean Virginia Gildersleeve of Barnard College. Open to members and their friends. Tickets, $2.00. Press by invitation. For reservations, address Banquet Department, Hotel Pennsylvania, 7th Ave. at 34th St. Contact: Mrs. Minna Hall Carothers, TR. 7-9801.

Sunday Nov. 14- Nov. 18	OPENING SPRING FASHION WEEK	ASSOCIATED APPAREL MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.

There will be 110 manufacturers gathered under one roof for the convenience of visiting buyers. Early Spring trends in women's, misses, juniors and children's fashions and sportswear will be displayed. This promises to be a larger exhibit than usual because it combines resort and play fashions with out-and-out Spring fashions. Buyers and Press invited. Contact: O. J. Meinhardt, Biltmore Hotel, Los Angeles, California.

Monday Nov. 15- Nov. 20	TRADE SHOWINGS OF SPRING MILLINERY COLLECTIONS	ANITA ANDRA	558 MADISON AVENUE
		PEG FISCHER	509 MADISON AVENUE
		HELEN LIEBERT	19 WEST 57TH STREET
		MME. PAULINE	6 EAST 53RD STREET
		FLORENCE REICHMAN	1 WEST 57TH STREET

Advance collections of Spring millinery fashions will be shown to members of the Trade individually, by appointment, for one week beginning Monday, November 15th. In all cases, admission fee of $100 entitles manufacturer and one designer to view collection. Copy privileges for two hats are included in the $100 admission fee at Anita Andra, Peg Fischer, Mme. Pauline and Florence Reichman. Additional models, $50 each. At Helen Liebert, the $100 covers admission only. An additional minimum purchase of two models at $50 each is required. For appointments contact: Anita Andra, PL. 8-1809; Peg Fischer, Marie Nelson, EL. 5-0460; Helen Liebert, Madeline Irwin, PL. 3-2936; Mme. Pauline, EL. 5-9539; Florence Reichman, Marian Hano, PL. 8-1525.

Monday Nov. 15 12:30 P.M. Luncheon	LUNCHEON MEETING	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR

Open to members and guests. Speakers and topic to be announced in next week's CALENDAR. Luncheon, $1.65. Reservations: Mrs. Blake, WI. 7-5648.

Monday Nov. 15 1:00 P.M. Luncheon	MID-WINTER AND EARLY SPRING FUR STYLES	GERTRUDE MANO (16 W. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Open to public. Luncheon from $1.85. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Monday Nov. 15 1:15 P.M. Post Time	UNITED HUNTS RACE MEET	NATIONAL STEEPECHASE AND HUNT ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND

Important annual sporting event. General admission, $1.50. Contact: Westchester Racing Association, EL. 5-3340.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 15- Nov. 18 3:00 P.M.	FILM PRESENTATION OF RADIO IN SELLING	NATIONAL ASSOCIATION OF BROADCASTERS	BARBIZON-PLAZA HOTEL 6TH AVE. AT 58TH ST.

The nation's retailers are invited to view a film presentation of how radio advertising can help in retail selling. A scientific analysis has been made and dramatized, to break down retailer reservations against radio as a selling agent. Showings will be held in 120 cities. New York is having its, on November 15th to 18th. Admission by invitation. Publicity: Mr. Schneider, CI. 7-8300.

Monday Nov. 15	PUBLICATION DATE: DECEMBER ISSUE	WOMEN'S REPORTER	EMPIRE STATE BUILDING 350 FIFTH AVENUE

The December issue of "Women's Reporter" will review the Kansas City Market. A recent issue highlighted the St. Louis Market and the forthcoming January issue (publication date, December 15th) will cover Chicago. Contact: Sam Cook Singer, Managing Editor, WI. 7-2790.

Monday Nov. 15- Nov. 31	MARINE PAINTINGS BY GEORGE HEUSTON	FERARGIL GALLERIES	63 EAST 57TH STREET

George Heuston, seaman-painter and son of Louise Huston, Director of Educational Service Bureau, American Bemberg Corp., is being given an exhibit of water colors at the Ferargil Galleries. His life, spent as artist and sailor, gives his modern paintings authenticity. Press and public invited. Contact: Ferargil Galleries, PL. 8-1223.

Week of Nov. 15	OPENING NEW CUSTOM-MADE JEWELRY DEPARTMENT	SAKS FIFTH AVENUE	611 FIFTH AVENUE

During the latter part of November, Saks Fifth Avenue will introduce Laurent, designer and creator of custom-made precious jewelry. This is in keeping with a trend in better stores where fine jewelry departments have recently been introduced because of demands of moneyed people. Laurent is a former Parisian with a reputation abroad, who makes individualized jewels and decoupage gold mounting. Precise details on opening of Laurent department to be announced later. Publicity: Eleanor Lambert, PL. 5-8580.

Tuesday Nov. 16 1:00 P.M. Luncheon	LUNCHEON SHOWING: SMART SPORTS CLOTHES	KNIZE (20 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

De luxe fashion sportswear, formerly obtainable only in Paris. Hats by Reine, Inc. Open to public. Luncheon a la carte. Press by invitation. Knize: Viola Shefer, PL. 3-2117. Ritz: Marion Morrison, PL. 3-4600.

Tuesday Nov. 16- Nov. 17 1:45 & 7:45 P.M.	12TH ANNUAL FORUM	NEW YORK HERALD-TRIBUNE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

The 12th forum of the N. Y. Herald-Tribune, with its usual afternoon and evening sessions on both days, will present its usual galaxy of distinguished personalities. General subject and speakers to be announced. Tickets oversubscribed. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.

Tuesday Nov. 16- Nov. 18	M.F.I. SPRING '44 HAT COLLECTION FOR TRADE	LILLY DACHE JOHN FREDERICS SALLY VICTOR	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

The Spring Collection of Millinery Fashion Inspiration will be shown each day from Nov. 16th to 18th privately to individual manufacturers and one designer at $100 fee for looking and $50 per model. Advance reports indicate that M.F.I. hats go along with hair styles. Further details about Press preview plans when set. Contact: M.F.I., 33 W. 42nd St., PE. 6-7494.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 17 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Pre-holiday fashions including dressy and lounging clothes. Open to public. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Nov. 17 4:30 P.M.	HAIR FASHION PREVIEW	BERNORD AZ GURO	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	A new Cold Ray masterpiece which means a new swing in hair fashions and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.		
Wednesday Nov. 17- Nov. 19	TRADE SHOW: "TOMORROW'S HATS FOR TODAY"	HELENE GARNELL	40 EAST 51ST STREET
	Helene Garnell will present a collection of hats, "Tomorrow's Hats for Today", for manufacturers, at her millinery salon, from Nov. 17-19th inclusive. These are to be adapted for mass selling to appeal to the smart budget-shopper. Fee of $100 admits manufacturer and one designer and permits them to borrow up to three models for copying. Additional models at an extra charge. Individual showings by appointment only. Copies may <u>not be released</u> by purchaser before Nov. 18th but may be obtained immediately. Contact: Lydia Strate, PL. 3-9017.		
Beginning Wednesday Nov. 17	ROMANTIC PAINTING IN AMERICA	MUSEUM OF MODERN ART	11 WEST 53RD STREET 2ND FLOOR
	A large exhibit, including more than 200 paintings representing the work of 120 artists. Press and public invited. Contact: Sarah Newmeyer, CI. 5-8900.		
Wednesday Nov. 17- Nov. 19	SPRING FASHION WEEK	PACIFIC COAST TRAVELERS	BILTMORE HOTEL LOS ANGELES, CALIF.
	This event follows the Associated Apparel Manufacturers. 115 salesmen will show about 400 lines from both Eastern and Western manufacturers of women's and children's dresses, coats, suits, sportswear, accessories, infants' wear, etc. Also millinery. Contact: Bob de Grilla at above address.		
Thursday Nov. 18 10:00 A.M. On.....	ANNUAL MEETING	TEXTILE RESEARCH INSTITUTE	ROOSEVELT HOTEL MADISON AVE. AT 45TH ST.
	Discussion of the applied research work of the Textile Research Institute; also the effect of research in wartime on the status of industry in the post-war era. Dr. Hugh S. Taylor of Princeton University will address luncheon session. Open to all interested in textile research. No charge except for luncheon, which is $2.50. For reservations, contact: Textile Research Institute, 10 East 40th Street, LE. 2-2196.		
Saturday Nov. 20 3:00 P.M.	DRAMATIC RECITAL "THE CHILDREN OF OUR ALLIES"	JOHN WANAMAKER	B'WAY AT 9TH STREET 2ND FLOOR
	Saturday afternoon shoppers at Wanamakers will be entertained by a dramatic recital by Miss Marjorie Palmer, teacher and author. Her subject is "The Children of Our Allies" which will be dramatically presented with music. Public welcome. Publicity: Frances Patten, ST. 9-4700.		
Saturday Nov. 20 8:00 P.M.	ANNUAL DINNER-DANCE	ASSOCIATED MILLINERY MEN, INC.	ASTOR HOTEL B'WAY AT 45TH STREET
	Dinner, dancing and professional entertainment by stars of stage, screen and radio. Proceeds to Red Cross and National War Fund. Chairman of the event, Dan Epstein. Open to Millinery Trade. Tickets, $8 a piece. Contact: Mr. I. J. Wittenberg, CI. 7-2874.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 22- Nov. 28 10:00 A.M.- 11:00 P.M.	20TH ANNIVERSARY EXPOSITION	WOMEN'S INTERNAT'L EXPOSITION OF ARTS & INDUS.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

Exhibit and demonstration of women in industry, women on the home front, women at war and problems of the post-war world. These will all be dramatized and portrayed in posters and pantomime. Admission, 83¢. Publicity: Betty Stone, Women's International Committee, PL. 3-4739 or 4770.

Monday Nov. 22 2:30 P.M.	OPENING OF SARA DELANO ROOSEVELT CENTER	HUNTER COLLEGE	47-49 EAST 65TH ST.

The Sara Delano Roosevelt Memorial House, former home of President Roosevelt and his mother, acquired in 1942 by Hunter College, will be opened officially on November 22nd and dedicated as a center for student interfaith activities. Space will be provided for all religious clubs of the college and for other extra-curricular activities. 1500 guests have been invited to attend the opening tea at which Mrs. Eleanor Roosevelt will undoubtedly be present. Contact: Journalism Dept., Hunter, RH. 4-1900.

Monday Nov. 22 7:30 P.M.	SARA PENNOYER LECTURES IN AD COURSE	ADVERTISING WOMEN OF NEW YORK	N. Y. TIMES BUILDING 229 W. 43RD ST., 12 FL.

Mrs. Pennoyer, V. P. and Promotion Director of Bonwit Teller will talk on retail advertising copy on November 22nd. On February 14th, Miss Mary Merrill, display manager, Bergdorf Goodman, will discuss window display. Open to those taking course. Publicity: Mary Johnson, CI. 5-4400.

Monday Nov. 22- Apr. 8	OPENING NIGHT DIAMOND JUBILEE	METROPOLITAN OPERA CO.	METROPOLITAN OPERA HOUSE B'WAY AT 39TH STREET

The gala Opening Night performance of the Metropolitan Opera season will be Moussorgsky's "Boris Godunoff" with Ezio Pinza in title role. Conducted by George Szell. This season, the 60th, will cover 20 weeks and will include 10 revivals. Publicity: Constance Hope, PL. 3-3390.

Tuesday Nov. 23 1:00 P.M. Luncheon	DRESSY AFTER-DARK HOLIDAY FASHION SHOW	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM

A gay assortment of fashions for gala holiday events, displayed with the usual showmanship and of course superb furs of Russeks Fifth Avenue. Open to public. Luncheon, $2. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Plaza Publ.: Alma Zaiss, PL. 3-1740.

Nov. 24 NO LUNCHEON FASHION SHOW AT WALDORF ASTORIA DURING THANKSGIVING WEEK.

Thursday Nov. 25 THANKSGIVING DAY
By Presidential Proclamation.

Friday Nov. 26	SANTA CLAUS ARRIVES IN HERALD SQUARE	R. H. MACY & CO., INC.	HERALD SQUARE 6TH & 5TH FLOOR

Special activities planned for 5th floor Toy Department will be announced in early issue of FASHION CALENDAR. Emphasis will be placed on early Christmas shopping. Publicity: Miss Raices, CH. 4-2000.

Friday Nov. 26	SANTA CLAUS COMES TO TOYLAND	JOHN WANAMAKER	B'WAY AT 9TH STREET AUDITORIUM & 2ND FL.

Wanamaker will officially open Toyland, where Santa Claus takes up residence for the Christmas season. Special events will take place in the Auditorium and on the second floor of the store. All welcome. Publicity: Frances Patten, ST. 9-4700.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "SON OF DRACULA" (Movie) RIALTO THEATRE, B'WAY AT 42ND STREET
Nov. 5 Universal mystery picture with a cast including Robert Paige, Louise Allbritton, Lon Chaney. Costumes, Vera West. Publ.: Al Horwits, CI. 7-7100.

Friday.....PREMIERE: "PRINCESS O'ROURKE" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
Nov. 5 A Warner Bros. movie of a mythical princess who comes to New York, meets reality and eventually romance. Starring Olivia de Havilland, Jane Wyman and Robert Cummings. Costumes, Orry-Kelly. Publicity: Eva Siegal, CI. 6-1000.

Friday.....PREMIERE: "ARTISTS AND MODELS" BROADWAY THEATRE, B'WAY AT 52ND STREET
Nov. 5 A new revue starring Jane Froman, Joe E. Lewis and others, produced by Lou Walters and Monte Prosser. Costumes by Katharine Kuhn. Publicity: Dick Maney, WI. 7-6939.

Sunday.....8TH CONCERT SEASON OF FRIENDS OF MUSIC, TOWN HALL, 123 WEST 43RD STREET
Nov. 7- Each weekly concert will be entirely devoted to the chamber music of
Mar. 5 Beethoven. The biggest names in quartettes, harpists, and Lotte Lehmann
5:30- as soloist in the January 9th concert, are a sample of the calibre of these
7:00 P.M. well-attended concerts. Publicity: Edith Behrens, CI. 7-7262.

Tuesday....."WE'RE ON THE WAY TO VICTORY", MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
Nov. 9 A pageant with an all-star cast under sponsorship of A.F. of L. section of
8:30 P.M. N.Y. Labor War Chest. Written by Howard Fast and Peter Lyon, its symbol is a bullet with a union label, symbolizing America's production forces fighting to destroy Fascism. Directed by Elia Kazan, this pageant has more than 300 players. Some of the best-known Broadway stars currently appearing will also take part. Publicity: Michel Mok, EL. 5-2590.

Tuesday....PREMIERE: "I'LL TAKE THE HIGH ROAD" RITZ THEATRE, 211 WEST 48TH STREET
Nov. 9 This is a new modern comedy with a cast including Jeanne Cagney and others. Costumes by Rose Bogdanoff. Settings by Paul Morrison. Publicity: Mr. Turet, Mike Goldreyer, CH. 4-2731.

Wednesday..PREMIERE: "I DOOD IT" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD STREET
Nov. 10 This MGM musical comedy promises to be a humdinger with a cast including Hazel Scott and Lena Horn for musical talent, Eleanor Powell as dancer and Red Skelton as comedian. Costumes by Irene and associate, Sharaff. Publicity: Lou Smith, BR. 9-7800.

Thursday...PREMIERE: "WHAT'S UP" NATIONAL THEATRE, 208 WEST 41ST STREET
Nov. 11 A new musical comedy by Mark Warnow featuring Jimmy Savo, Gloria Warren and Johnny Morgan. Staged by Balanchine. Costumes by Grace Huston, executed by Eaves Costume Company. Publicity: Nat Dorfman, ME. 3-0858.

Thursday...PREMIERE: "SAHARA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
Nov. 11 This is Columbia's modern desert war picture with Humphrey Bogart, the star. Publicity: Hortense Schorr, BR. 9-7900.

Monday.....PREMIERE: "THE INNOCENT VOYAGE" BELASCO THEATRE, 115 WEST 44TH STREET
Nov. 15 This is the Theatre Guild's forthcoming production with Herbert Berghof. Directed by Irving Piscator. Costumes by Aline Bernstein. Settings by Stewart Chaney. Publicity: Alfred Tamarin, CO. 5-0024.

Tuesday....ANNUAL "NIGHT OF STARS" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
Nov. 16 Annual United Jewish Appeal production. Tickets, $1.10 to $16.50 from U.J.A., Room 1114, 41 E. 42nd St., NYC. Contact: Publ. Director, MU. 2-3320.

Wednesday..PREMIERE: "CONNECTICUT YANKEE" MARTIN BECK THEATRE, 302 W. 45TH STREET
Nov. 17 A Richard Rodgers musical comedy with Dick Foran for leading man. Leading woman is Vivienne Segal, with a cast of eight or ten. Costumes by Nat Carson and Eaves Costume Co. Publicity: Ben Kornzweig, BR. 9-6048.

Saturday...PREMIERE: "WINGED VICTORY" AIR FORCES SHOW, 44TH STREET THEATRE, W. 44TH ST.
Nov. 20 This is the new play which Moss Hart has written for production by the Air Forces with an all Air Corps cast plus several women actresses. Costumes by Sergeant Shoup. Publicity: Pvt. Bill Doll, CI. 6-5354.